

SHELVES MUST BE EMPTIED

AUERBACH'S GREATEST

CUT PRICE CLEARING SALE.

STARTS MONDAY MORNING AT 9 O'CLOCK.
ALL PRICES SHATTERED AND CUT TO THE ROOTS!
THE WORD HAS GONE FORTH—CLEAR ALL WINTER STOCK.

CUT! SLASH!! SACRIFICE!!! Profits to the winds!!!! Take any loss!! Give the crowds the choicest merchandise to secure!!! Give it to them at a price that will make the best values in any store in town look like the commonest bargains here!! Do anything, but **DO** clear out all Winter Stocks--and we are going to do it.

Everything must go! Every dollar's worth--Every penny's worth of good, fresh, seasonable merchandise will be placed on sale **MONDAY MORNING**, at positively ridiculous figures. Not a dollar's worth of Winter Merchandise will be carried over to next season. **DOORS OPEN AT 9 O'CLOCK.**

The Cut Price Clearing Sale of

FLANNELS

Will Arouse the Town!

There has been no such event as this for years. There'll be unprecedented price-cutting. The entire flannel stock will go at LESS THAN ACTUAL COST. More words are useless. 2,000 yards White Shaker and Canton Flannel, value, 64c--in this Cleanup Sale **44c**
 per yard **44c**
 100 pieces Outing Flannel, dark and light colors, worth 72c--in this Sale, per **44c**
 Yard-wide Shaker Flannel and thousands of yards of the prettiest Outing Flannels in the most wanted colorings and patterns, worth 10c and 12c--marked down in this Sale to, per **73c**
 Velour and Fleece Flannelettes in the pretty Kimona patterns, worth 15c, reduced in this sale to, per **94c**
 All 30c Elderdown, in plain and Crepon effects; in this slaughter, per yard **124c**
 White Wool Flannel, value 22 1/2c, in this Clean-up Sale, **14c**
 35c White Wool Flannels--reduced to **224c**
 Yard-wide non-shrinkable Japanese Flannel, regular price 75c, in this Sale **47c**
 All Scotch Flannels, all Shirting Flannel, navy blue, black and red flannels--all the finest white embroidered and plain Flannels, in this Sale AT LESS THAN COST.

Sensational Values in

UNDERWEAR

AND

HOSIERY

NOT A PORTION OF CERTAIN LINES, BUT THE ENTIRE STOCK GOES AT PHENOMENAL PRICE CUTS.

Ladies' plain fast-black seamless fleeced cotton hose, in good heavy 20c quality; the Clearing Sale price **10c**
 Ladies' extra heavy fleeced Maco Cotton Hose, with high spliced heels and toes, and double soles; an excellent 30c grade, the Clearance Sale price **19c**
 Ladies' plain or ribbed fine cashmere wool hose, seamless, with merino heels and toes; the best 50c grades on sale **35c**
 Children's seamless ribbed wool hose with gray merino heels and toes; all sizes; splendid 20c values on sale **124c**
 Children's fleeced cotton stocking in the regular 15c grade **84c**
 Ladies' cream heavy elderdown fleeced vests and pants, all sizes, best 65c values on **43c**
 Children's cream Jersey ribbed vests and pants, in a heavy elderdown fleeced quality; best 45c values, all sizes **25c**

ESTABLISHED 1864

Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

This is a

Radical Clearance

OF

SILKS

A THOROUGH, CLEAN, SWEEPING CLEARING OUT OF ALL SILK, resulting in tempting bargains, the like of which you'll not find in many months!

85c quality black peau de sole, sale price **574c**
 Up to \$1.35 quality, cold satin Duchesse and peau de sole sale price **83c**
 \$1.00 quality colored taffeta sale price **58c**
 Colored Jap silk, 50 shades, sale price **24c**
 Novelty and plaid silks, up to \$1.75 sale price **95c**

The Entire Stock of Fine Silks Reduced to make the Biggest Stir in Years

AN

Actual Slaughter

OF ALL

MILLINERY

Hats must not linger longer. Winter millinery must be cleared at any price. Now is the time, everything dumped. We consider

No Sacrifice Too Great

It's the Greatest
Cut Price Clearance Sale
OF
MUSLINS, SHEETINGS,

READY MADE SHEETS AND PILLOW CASES--With the strong, advancing cotton market, and the scarcity of manufactured cotton materials, it would seem impossible to have a big cut sale on them; but everything goes in this sale and we'll sell domestics for less than mill prices to-day. As an illustration:

FULL SIZED HEMMED BLEACHED BED SHEETS, 2 1/2 yards long and 2 1/4 yards wide, worth 75c, in this sale, each **49c**

The Whole Stock of

DRESS GOODS

to be Sacrificed

in this

Cut Price Clearance Sale

The Department Chief has received orders to sell out clean, regardless of the sacrifice. It's a slaughter such as you have never witnessed before. They'll all go swiftly when these sharp reductions as these prevail.

40c VALUES CUT TO 19c.
 Consisting of plain and mixed wool, dress goods, and including fancy plaids--35c and 40c grades cut to 19c a yard.

85c VALUES CUT TO 46c.
 Assortment consisting of Brilliant panamas, storm serge, cashmeres, mixed novelties, mohair stripes, etc., etc. \$8 to 44 inch all wool dress goods--75c and 85c grades cut to 46c a yard.

\$1.25 VALUES CUT TO 73c.
 Entire stock of plain, all-wool Panamas, granites, French serges, storm serge, wool taffetas, etc. 44 to 54 inch all-wool dress goods. The \$1.65 grades cut to \$1.15 a yard. 25c GRADE MERCERISED SATIN CUT TO 18c--36 inch, fine quality, fast color, soft finish, mercerised sateen--Regular 25c quality for 18c a yard; limited 10 yards to a customer.

\$1.65 VALUE BROADCLOTHS CUT TO \$1.15--54 inch all-wool fine quality chignon broadcloths--The \$1.65 grades cut to \$1.15 a yard. 25c GRADE MERCERISED SATIN CUT TO 18c--36 inch, fine quality, fast color, soft finish, mercerised sateen--Regular 25c quality for 18c a yard; limited 10 yards to a customer.

The GREATEST of all GREAT

SLAUGHTERS OF

BLANKETS, COMFORTERS, BEDSPREADS AND DOMESTICS

"Rush them out!" is the order. THE ENTIRE STOCK MUST GO--that's the edict. THE REDUCTIONS ARE TREMENDOUS. Everything at cost and less than cost. Losses are taken with good grace. These items illustrate the slaughter:

15c percales in lengths from 3 to 9 1/2 yds; the best colorings and patterns go in this sale **84c**
 90c white bed spreads, white and colored sheet blankets--all go in this sale **58c**
 \$1.25 comforts and blankets marked down **79c**
 \$1.75 blankets, white or gray, in this sale **98c**
 All \$2.00 comforts, blankets, and bed spreads go in **\$1.28**
 \$3.00 white Marseilles bed spreads, value \$2.75, in this sale, each **\$1.69**
 \$4.00 white blankets, in this sale per **\$2.48**
 \$6.00 wool blankets, white and colored, in this sale **\$3.85**
 \$7.50 down comforts, all go in this sale at **\$4.79**
 \$8.50 Mottled gray wool blankets reduced to per pair **\$5.60**

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A carnival of bargains in

GLOVES

and Handkerchiefs

INCLUDING THE ENTIRE STOCK, RESERVING NOTHING. Ladies' and children's black wool mittens, 15c quality for this Clearing sale **8c**
 Children's golf gloves, all sizes, 35c grade on sale at **19c**
 Children's fine all-wool golf gloves, all sizes, best 40c values; the Clearing Sale **25c**
 Ladies' all-wool golf gloves, regular 35c quality; the Clearing sale price **19c**

Ladies' long kid gloves (3B length) finest French kid in black white, and colors, all sizes; by far the best \$2.50 glove shown in the city. The Clearing sale price **\$1.95**
 Ladies' embroidered handkerchiefs, the best 20c values in the city on sale at **124c**
 Ladies' embroidered handkerchiefs, a great variety of patterns best 12 1/2 values, the clearing sale price **84c**

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THIS CUT-PRICE CLEARANCE SALE OF

Table Linens, Napkins, Towels and Toweling

MEANS A GIANTIC CLEARANCE OF EVERYTHING IN STOCK AT SENSATIONAL PRICES. IT MEANS THAT EVERY DOLLAR'S WORTH OF LITEN NOW ON HAND WILL BE SOLD AT PRICES LITTLE SHORT OF RIDICULOUS. IT MUST ALL GO--THAT'S THE SLOGAN.

100 dozen fringed napkins in this sale **1c**
 500 dozen fringed towels in this sale **24c**
 200 dozen fringed towels in this sale **24c**
 Two cases of bleached toweling, twilled, huck and plain, in this sale, a yard **44c**
 35c table linens, in this sale **20c**
 All finer linens, all finer napkins, all finer towels, marked down to figures almost ridiculous, in order to make a clean sweep.

IN THIS CUT PRICE CLEARANCE SALE OF

Boys' Clothing and Gents' Furnishings

You'll find the entire stock marked at prices below actual cost. We mean to dispose of all winter stocks quickly if low prices will do it.

Children's Boys' and Youths' Overcoats

At cost and below.

Any \$3.50 Overcoat **\$2.15**
 to go at **\$2.15**
 Any \$5.00 Overcoat **\$3.00**
 to go at **\$3.00**
 Any \$7.00 Overcoat **\$4.85**
 to go at **\$4.85**
 Any \$10.00 Overcoat **\$6.35**
 to go at **\$6.35**

Boys' Two Piece Square Cut Suits

In blue and black chevrons, neatly tailored, nice fitting, ranging in size from 8 to 16 years; regular value \$3.50 to go at **\$2.15**

Youths' Double and Single Breast Suits

In medium and dark chevrons and tweeds; your choice of **\$3.95**
 any \$6.00 suit at **\$3.95**

Men's Ribbed Wool Underwear

A very finely made, substantial garment, in natural ribbed weave, splendid seller at \$1.50 the piece, to go this sale **98c**

Men's Wool Hose

To be closed out at less than cost; 25 DOZEN VERY FINEST LAMB'S WOOL IN PLAIN NATURAL COLOR, THE WHOLE LOT WORTH 45c THE PAIR, TO GO OUT THIS SALE **38c**

The Greatest Cut Price Clearance Sale of Cloaks, Suits, Skirts, Waists and Petticoats in the History of Salt Lake.

You'll find them at prices that seem impossible. The Chief is determined to close out every garment regardless of the sacrifice. It's a time to sell now--not to talk.

Tailored Suits and Long Coats

at Less than One-Half.

\$12.50 Suits marked down **\$5.95**
 to **\$5.95**
 \$20.00 Suits reduced for this sale **\$9.00**
 to **\$9.00**
 \$30.00 Suits, all sizes, cut **\$13.00**
 to **\$13.00**
 \$15.00 long coats during this sale **\$7.00**
 to **\$7.00**
 \$22.50 long coats, black only, now **\$10.95**
 to **\$10.95**
 \$30.00 long coats, all shades, this week **\$14.00**
 to **\$14.00**

SKIRTS and PETTICOATS

Greatly Reduced

\$2.75 runabout walking skirts cut **\$1.25**
 to **\$1.25**
 \$5.00 walking skirts, all colors and sizes **\$3.00**
 to **\$3.00**
 \$10.00 fancy checked skirts, new designs **\$5.75**
 to **\$5.75**
 \$1.50 sateen petticoats, in black only, sale price **89c**
 to **89c**
 \$2.25 black sateen petticoats, marked down to **\$1.25**
 to **\$1.25**
 \$3.50 rustling taffeta silk petticoats, go at **\$4.75**
 to **\$4.75**

Warm Kimonos, Dressing

Sacques and Waists.

75c short kimonos, Clearing sale price **39c**
 to **39c**
 \$1.00 fleeced flannellette dressing sacques, now **50c**
 to **50c**
 \$1.50 heavy outing flannel wrappers, sale price **75c**
 to **75c**
 \$2.00 long kimonos of fleeced flannellette, at **\$1.15**
 to **\$1.15**
 \$1.00 shirt waists, great variety now **48c**
 to **48c**
 \$2.50 and \$3.00 shirt waists, great variety of styles, now **\$1.55**
 to **\$1.55**

All FURS will be sold at One-Half Regular Price.

\$5.50 brown Cooney fur scarfs, clearing price **\$2.75**
 to **\$2.75**
 \$8.00 brown Martin fur scarfs, six tails, at **\$3.95**
 to **\$3.95**
 \$10.00 84-inch Martin scarfs satin lined **\$5.00**
 to **\$5.00**
 \$15.00 long fur Boa, two bushy tails--cut to **\$7.50**
 to **\$7.50**
 \$20.00 Isabella and sable Fox Boas, marked to **\$10.00**
 to **\$10.00**
 \$5.00 children's fur sets, neatly trimmed, at **\$2.75**
 to **\$2.75**

We must sell out all OUTING FLANNEL GOWNS and SKIRTS, and WE SLAUGHTERED PRICES to do it

Ladies' Outing flannel gowns all cut extra full length and width.
 The 75c grade on sale **49c**
 at **49c**
 The 85c grade on sale **59c**
 at **59c**
 The 1.00 grades on sale **79c**
 at **79c**
 The 1.25 grades on sale **89c**
 at **89c**
 The 1.50 grades on sale **\$1.00**
 at **\$1.00**
 Ladies' striped Outing Flannel Skirts--
 The 40c quality on sale **25c**
 at **25c**
 The 50c quality on sale **39c**
 at **39c**
 The 75c quality on sale **49c**
 at **49c**
 The 90c quality on sale **63c**
 at **63c**
 All KNITTED SKIRTS marked down to make short work of moving them,

Here's

A Sensational

Clearance Sale of

Children's Coats

Every price is less than the actual cost to manufacture. There's bargains galore to stir you to the greatest kind of buying. Losses are taken with a good grace. This item illustrates the slaughter:
 \$6.00 girls' school coats at each **\$2.75**

All Corsets

At less than manufacturer's prices.
 75 dozen girdles in pink, blue or white, sizes 18 to 24, 50c values on sale **25c**
 Ladies' extra quality Coutel corset in long or medium shapes, excellent 1.00 values on sale **49c**
 at **49c**
 One lot 20 dozen in all, C. B. & G. D. Corset, discontinued numbers up to \$3.00, value to close **\$1.00**
 out at **\$1.00**

It's Positively the

Greatest Price

Slashing Ever

Attempted in

White Goods

You'll be astonished at the enormous reductions on lawns, dimities, nainsooks, etc.;--not one price has stood before the mighty sweep of this great cut-price clearance sale movement. Here's a saving illustration:
 50 pcs White English Nainsook, the regular 37 1/2c quality, in this sale, per yard **214c**

INFANTS' WEAR and CHILDREN'S DRESSES at CUT PRICES

For an absolute clearance of every item in these stocks
 Children's 40c Outing Flannel Dresses to be closed out at **25c**
 Children's 75c Outing Flannel Dresses to be closed out at **49c**
 Our line of children's Dresses that sold up to \$1.65 each on sale at **99c**
 Misses' Dresses in great variety, sizes 6 to 14 years, that sold regularly up to \$5.00 on sale at **\$2.20**
 Infants' Outing Flannel Jackets, neatly made, regular 35c value at **19c**
 Infants' fleeced fine ribbed vests, all sizes, regular 25c grade on sale **124c**
 at **124c**

THE CUT PRICE CLEARANCE SALE OF

SHOES

Brings to the foreground the Greatest value of years, prices positively less than the cost of raw leather. Not often price chances like these.

Infants' Kid shoes (sizes 2 to 5), value 75c